

2005 DRAFTING REQUEST

Bill

Received: **11/18/2004**

Received By: **csundber**

Wanted: **As time permits**

Identical to LRB:

For: **Steve Wieckert (608) 266-3070**

By/Representing: **Scott Becher**

This file may be shown to any legislator: **NO**

Drafter: **csundber**

May Contact:

Addl. Drafters:

Subject: **Econ. Development - tourism**

Extra Copies:

Submit via email: **YES**

Requester's email: **Rep.Wieckert@legis.state.wi.us**

Carbon copy (CC:) to:

Pre Topic:

No specific pre topic given

Topic:

Committee to study branding

Instructions:

Redraft 2003 AB 240

Drafting History:

<u>Vers.</u>	<u>Drafted</u>	<u>Reviewed</u>	<u>Typed</u>	<u>Proofed</u>	<u>Submitted</u>	<u>Jacketed</u>	<u>Required</u>
/?	csundber 12/09/2004	kfollett 12/10/2004		_____			State
/1			rschluet 12/10/2004	_____	sbasford 12/10/2004	mbarman 03/10/2005	

FE Sent For: **12/10/2004.**

<END>

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1?	csundber	11/18/04	12/10/04				
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FE Sent For:

12
10
4
P6
<END>

1u 12/9/04
need by 12/16/04
5
2003 ASSEMBLY BILL 240

April 8, 2003 - Introduced by Representatives WIECKERT, JESKEWITZ, HAHN, OWENS, SERATTI, OTT, GRONEMUS, VRAKAS and SCHOOFF, cosponsored by Senators STEPP, ROESSLER, KANAVAS and CHVALA. Referred to Committee on Economic Development.

Regen

- 1 AN ACT relating to: requiring the Department of Administration to study the
2 feasibility of developing a Wisconsin brand.

Analysis by the Legislative Reference Bureau

This bill requires the Department of Administration to conduct a feasibility study regarding the creation of a national brand image for the state.

For further information see the **state** fiscal estimate, which will be printed as an appendix to this bill.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

3 **SECTION 1. Nonstatutory provisions.**

- 4 (1) The department of administration, in consultation with representatives of
5 the private and public sector, shall conduct a feasibility study to determine the costs
6 and benefits to the state of creating a national brand image for the state. The study
7 shall provide a timeline and a recommended process for the creation, promotion, and
8 maintenance of a national brand image. The department shall prepare a report that

of the costs and benefits and the
feasibility of creating

1 includes the results and conclusions of the study and submit the report no later than
2 December 31, 2003⁵ to the governor and the appropriate standing committees of the
3 legislature in the manner provided under section 13.172 (3) of the statutes.

4 (END)

and to the governor

Barman, Mike

From: Becher, Scott
Sent: Thursday, March 10, 2005 1:42 PM
To: LRB.Legal
Subject: FW: Integrating Wisconsin's National Image - Co-sponsorship - LRB 0903/1

Please jacket

-----Original Message-----

From: Reigstad, Scott
Sent: Thursday, March 10, 2005 1:16 PM
To: Becher, Scott
Subject: RE: Integrating Wisconsin's National Image - Co-sponsorship - LRB 0903/1

I can talk to Pepi about it and then draft something. He is in Mexico on the trade mission this week, though, and is a little hard to get a hold of so probably next week I would think.

-----Original Message-----

From: Becher, Scott [mailto:Scott.Becher@legis.state.wi.us]
Sent: Thursday, March 10, 2005 1:15 PM
To: Reigstad, Scott
Subject: RE: Integrating Wisconsin's National Image - Co-sponsorship - LRB 0903/1

When can I can a letter of support..

-----Original Message-----

From: Reigstad, Scott
Sent: Thursday, March 10, 2005 11:05 AM
To: Becher, Scott
Subject: RE: Integrating Wisconsin's National Image - Co-sponsorship - LRB 0903/1

Thanks, Scott. I think it is very interesting that Ohio is dedicating a large amount of dollars to branding. I have been following the new public-private they Ohio created in the fall of 2004 with over \$8 million in start-up funding plus it looks like they are proposing another \$10 over the next biennium, if I am reading their budget proposal correctly. It appears that the majority of that funding is for branding. Anyway, appreciate the update.
Scott

-----Original Message-----

From: Becher, Scott [mailto:Scott.Becher@legis.state.wi.us]
Sent: Thursday, March 10, 2005 10:59 AM
To: Reigstad, Scott
Subject: FW: Integrating Wisconsin's National Image - Co-sponsorship - LRB 0903/1

Scott-

We are introducing the bill for co-sponsorship today...

Scott

-----Original Message-----

From: Rep.Wieckert
Sent: Thursday, March 10, 2005 10:08 AM
To: *Legislative Assembly Republicans; *Legislative Assembly Democrats; *Legislative Senate Republicans; *Legislative Senate Democrats
Subject: Integrating Wisconsin's National Image - Co-sponsorship - LRB 0903/1

TO: All Legislators

FROM: Rep. Steve Wieckert

DATE: Thursday, March 10, 2005

RE: Co-sponsorship - **Integrating Wisconsin's National Image** - LRB
0903/1

This legislation would encourage Wisconsin's economic growth, reduce the brain drain and encourage both the retention and expansion of high-paying jobs for Wisconsin citizens by creating an integrated positive image of Wisconsin, which would differentiate us from the other states. This concept is often referred to as branding.

This would assist with Wisconsin's attracting of new businesses to our state, encouraging people to live and work in Wisconsin because of its high quality of life.

As we encourage people and companies to locate and expand in Wisconsin, presenting a single Wisconsin brand theme allows the marketing efforts of private companies, local communities, the university and the state the option of being integrated.

Officials from both government and industry have expressed support of this concept and indicated they are willing to invest some of their time attempting to achieve this objective.

This legislation would require the Department of Administration to conduct a feasibility study and make recommendations regarding this positive integrated image of Wisconsin.

The fiscal note reports that any cost for this committee for this bill can be absorbed within the existing agency budget.

This proposal is endorsed by Forward Wisconsin.

If you would like to cosponsor this bill, please feel free to call Scott Becher at 266-3070 or reply to this e-mail by Friday, March 18, 2005.

Analysis by the Legislative Reference Bureau

This bill requires the Department of Administration to conduct a study of the costs and benefits and the feasibility of creating a national brand image for the state.

For further information see the **state** fiscal estimate, which will be printed as an appendix to this bill.

<< File: 05-0903/1 >>

Memo

To: Senator ☐ Representative ☒

Wieckert

(The Draft's Requester)

Per your request: ... the attached fiscal estimate was prepared for your unIntroduced 2005 draft.

LRB Number: LRB **-0903**

Version: **" / 1 "**

Fiscal Estimate Prepared By: (agency abbr.) **DOA**

If you have questions about the enclosed fiscal estimate, you may contact the state agency representative that prepared the fiscal estimate. If you disagree with the enclosed fiscal estimate, please contact the LRB drafter of your proposal to discuss your options under the fiscal estimate procedure.

Entered In Computer And Copy Sent To Requester Via E-Mail: **12 / 22 / 2004**

* * * * *

To: LRB - Legal Section PA's

Subject: *Fiscal Estimate Received For An Unintroduced Draft*

> **If redrafted** ... please insert this cover sheet and attached early fiscal estimate into the drafting file ... after the draft's old version (the version that this fiscal estimate was based on), and before the markup of the draft on the updated version.

> **If introduced** ... and the version of the attached fiscal estimate is for a **previous version** ... please insert this cover sheet and attached early fiscal estimate into the drafting file ... after the draft's old version (the version that this fiscal estimate was based on), and before the markup of the draft on the updated version. Have Mike (or Lynn) get the ball rolling on getting a fiscal estimate prepared for the introduced version.

> **If introduced** ... and the version of the attached fiscal estimate is for the **current version** ... please write the draft's introduction number below and give to Mike (or Lynn) to process.

THIS DRAFT WAS INTRODUCED AS: 2005 **AB-389**

Barman, Mike

From: Barman, Mike
Sent: Wednesday, December 22, 2004 8:55 AM
To: Rep. Wieckert
Cc: Becher, Scott
Subject: LRB 05-0903/1 (FE by DOA - attached - for your review)



FE_Wieckert.PDF

Mike Barman

Mike Barman - Senior Program Asst. (PH. 608-266-3561)
(E-Mail: mike.barman@legis.state.wi.us) (FAX: 608-264-6948)

State of Wisconsin
Legislative Reference Bureau - Legal Section - Front Office
1 East Main, Suite 200 Madison, WI 53703